

EXHIBITION PLACE DEVELOPMENT

Concept Plan and 1982 Study Program

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**Canadian
National
Exhibition**



EXHIBITION PLACE DEVELOPMENT

CONCEPT PLAN AND 1982 STUDY PROGRAM

Report prepared for the Policy Steering Committee

on Exhibition Place Development

March, 1982

March 17, 1982

TO: POLICY STEERING COMMITTEE ON EXHIBITION PLACE
DEVELOPMENT

FROM: TECHNICAL COMMITTEE

RE: EXHIBITION PLACE CONCEPT PLAN AND 1982 STUDY PROGRAM

INTRODUCTION

A variety of planning studies regarding Exhibition Place have been carried out by various groups over the past decade. Public input was sought at one stage in the process and a number of ideas and proposals for the future use of the site were submitted. This report outlines a concept for the redevelopment of the site based on the studies, public input and technical and political discussions that have taken place to date. The concept is illustrated in Exhibit 1, Page 17 and contains five study areas:

1. Trade Fair/Exhibit Complex
2. Sports/Grandstand Complex
3. Services Complex
4. Cultural/Entertainment/Recreational Area
5. Ontario Place

This concept will be used as a basis for the preparation of a development framework which will include a staged implementation program for the provision of new facilities. As shown in Exhibit 2, Page 18 the five study areas will have to be examined in more detail in order to prepare the development framework. In addition, it is proposed that the public be invited to comment on the concept plan while the study areas are being examined as well as on the proposed development framework before the final report is prepared. Exhibit 2 shows the basic activities and their timing to complete the development framework and a final report by the end of 1982.

BACKGROUND

When the decision was made in 1974 to retain and expand the stadium, the current plan entitled "Proposals for the Rehabilitation of Exhibition Park" (1971) was effectively cancelled.

Following this decision, discussions took place among Metro, City, C.N.E.A. and T.T.C. staff to redefine a plan for Exhibition Place and to deal with access problems to the site. During this period, the Metropolitan Council, on April 11, 1978, authorized the Chief Administrative Officer to undertake a management review of the C.N.E. operation.

On December 9, 1979, Council dealt with the C.A.O.'s report. One of the recommendations adopted by council was that

"An Exhibition Place Coordinating Committee be formed comprising the Commissioner of Parks and Property, the Commissioner of Planning, the Chief Administrative Officer, and the General Manager of the Exhibition Stadium Corporation, to direct the development of the master plan and provide the staff direction for the planning of the site, reconstruction and/or construction and maintenance of the assets"

By January, 1980, the staff of the new Coordinating Committee had commenced work on a new plan. A progress report was prepared by Metro staff for the Parks, Recreation and Property Committee in the spring of 1980 which referred to the preparation of a set of draft goals and objectives to be used as a framework for the planning team. The progress report also contained a recommendation to carry out a public input program in order to gather ideas and proposals before the goals and objectives were finalized. A public information program was subsequently carried out in the summer of 1980. Response to the

newspaper campaign soliciting suggestions for the site was considerable and resulted in over 200 replies.

On the basis of the public input and technical work by the Coordinating Committee, a set of "Goals and Objectives" were finally prepared which were approved in principle by the Parks , Recreation and Property Committee on September 25, 1980 (attached as Appendix A).

While this planning activity for Exhibition Place was underway, the Metropolitan Toronto Official Plan was being prepared and on October 10, 1980 the Plan was approved by the Minister of Housing. The Plan contains a section entitled "Exhibition Park" (Section 8F) attached to this report as Appendix B. This section refers to the planning for Exhibition Park, and relates to the Goals and Objectives statement prepared by the Coordinating Committee. In addition, the Official Plan reaffirmed the close relationship of Metro and the City in respect to the Exhibition area, by ensuring that close liaison be maintained between the two parties.

On January 20, 1981, a report by the Metropolitan Chairman "Respecting the Canadian National Exhibition" was approved by Council. It outlined the management and planning problems of the past, and with respect to planning matters it recommended that: a Tri Level Steering Committee comprising the Minister of Industry and Tourism, the President of the C.N.E.A., and the Metropolitan Toronto Chairman, be formed to report on land use....including marketing of types of attractions and structures required for the next decades - and even consumer surveying to determine attitudes and desires. The Mayor of the City of Toronto was later added to the Committee and the Committee is now referred to as the Policy Steering Committee.

The Chairman's report also notes that this Tri Level Committee was to be supported by a technical committee comprised of the Assistant Deputy Minister of Industry and Tourism, the Metropolitan Commissioner of Parks and Property, and a staff representative to be named from the C.N.E. When the Assistant Deputy Minister of Industry and Tourism was appointed as President and Chief

Executive Officer of the Metropolitan Toronto Convention Centre (Mr. J. O. Maxwell), he retained his position on the Technical Committee. The Interim General Manager of the C.N.E.A. was appointed to represent that organization. The City of Toronto Commissioner of Planning and Development and the Metropolitan Executive Director of Economic Development were later added to this group which has been consulting on an ongoing basis.

With the approval of the Chairman's report entitled "Relationship with The Canadian National Exhibition Association" by Metro Council on February 2, 1982, the major management problem was resolved to the satisfaction of both Metro and the C.N.E.A. Now that this matter has been settled, it is possible to deal with the question of the future use of the site.

EXHIBITION PLACE IN ITS WATERFRONT CONTEXT

Exhibition Place is only one component of the existing and proposed developments within the Central Waterfront. Planning for the future use of the grounds must take place within a context that recognizes the requirements of its neighbours and the functional linkages between them. Of particular importance is the provision of adequate access and transportation to, and within, the Central Waterfront. Access difficulties are compounded not only by the design of existing transportation facilities but also by the seasonal and "peaking" nature of demand from the cultural and recreational attractions of the area. Major activity areas within the western part of the Central Waterfront are as follows:

1. Ontario Place

At present, Ontario Place operates between May and September and is capable of accommodating approximately 20-30,000 visitors at any given time. A new plan for Exhibition Place must be compatible with Ontario Place facilities and activities and must make provision for road and transit access into the area. Because of its proximity to Exhibition Place and their operational and functional relationship, especially during the 20 day annual Canadian National Exhibition, Ontario Place has been included as one of the five areas in the Concept.

2. South Parkdale

South Parkdale is the residential neighbourhood which is most directly affected by activities at Exhibition Place. During major events at the C.N.E., on-street parking congestion and heavy through traffic are problems experienced by South Parkdale residents. Transportation plans for the redevelopment of Exhibition Place should, where possible, attempt to relieve through traffic and parking problems in this area.

South Parkdale residents constitute a potentially important user group for recreational and entertainment uses on the westerly portion of Exhibition Place. Prior to the detailed planning of recreational facilities at Exhibition Place, South Parkdale community associations should be consulted about the recreational needs of their community.

3. The Railway Lands

Future land use and transportation requirements for the railway lands is presently being studied by the Railway Lands Steering Committee. A Part I Plan was prepared for the area adjacent to the financial core (John Street to Yonge Street) and was approved by the City in 1978. A Part II Plan is presently being developed. The impact of redevelopment of the railway lands on transportation facilities must be taken into account in the development of plans for Exhibition Place.

4. Harbourfront

The Harbourfront lands are the closest of the redevelopment sites to Exhibition Place. While the amount of available recreational space on-site will remain essentially the same, the image of Harbourfront will change from that of a recreational area to that of an urban community with a recreational component. Bathurst Quay, which is the closest development site to Exhibition Place, will be primarily residential.

5. **The Island Airport**

The possible development of a Trade Complex at Exhibition Place will be complemented by the anticipated development of a STOL Port at the Toronto Island Airport.

6. **Fort York**

With the increase in traffic expected to Harbourfront and the Exhibition Grounds, it is anticipated that additional patronage will accrue to Fort York. Efforts to protect the historic integrity of the Fort and improved access and visibility, will be required.

7. **The Convention Centre**

The relationship between the Convention Centre and the possible Trade Show Complex must be taken into account, particularly in regard to transportation linkages.

THE CONCEPT

The concept for the redevelopment of the site is proposed in terms of the five study areas as shown in Exhibit 1.

1. Trade Fair/Exhibit Complex;
2. Sports/Grandstand Complex;
3. Services Complex;
4. Cultural/Entertainment/Recreational Area;
5. Ontario Place;

These elements reflect both the goals and objectives as approved by the Parks and Property Committee on September 25, 1980 plus the results of the public input program conducted during the summer of 1980. It should be emphasized that one of the prime requirements of the concept plan is to provide appropriate facilities for the annual Canadian National Exhibition including the midway.

The concept recognizes that some of the existing facilities have been renovated and can continue to be used while other buildings are in a bad state of deterioration and their continued use must be assessed. A major rehabilitation program undertaken by the Department of Parks and Property has been successful in restoring the Arts, Crafts, and Hobbies Building and the Horticultural Building. In regard to the deteriorated buildings, it is most important to finalize a development framework as soon as possible in order to provide a basis for decisions concerning their future.

1. World Class International Trade Fair/Exhibit Complex

Metropolitan Toronto is one of the most attractive and successful tourist destinations in the world with annual tourism expenditures amounting to an estimated \$2.2 billion dollars. In addition to its famous attractions such as the C.N. Tower, the Royal Ontario Museum, the Metropolitan Zoo and the Eaton Centre, Metro contains about 25,000 high quality hotel rooms, fine restaurants and excellent shopping facilities, blended into a friendly, safe and clean environment. Metro will soon have a Convention Centre to complement the existing tourism plant. The investment in the Convention Centre by Federal, Provincial and Metropolitan Toronto governments was justified on the basis of the economic benefit (in terms of jobs, influx of foreign currency and tax return) that would be generated. To remain competitive in the international convention and tourist business, Metro found it essential to have a Convention Centre and thus took the lead to initiate government contributions for the facility.

However, Metro has not kept pace with the competition in trade show facilities. Various international trade fairs for the display of manufactured goods have found better facilities elsewhere. In North America, cities such as New York, Chicago, Houston, Dallas, Louisville and Atlanta have regularly been outdoing us in trade show business (see Appendix C1). Similarly, in Europe, international trade fairs are held regularly in cities such as Birmingham, Paris, Milan and Cologne (see Appendix C2 for Trade Centres in Europe).

Trade shows and exhibitions are presently held in the obsolete facilities of the Coliseum and the Automotive Building.¹ The Coliseum was designed specifically for livestock and agricultural displays for the Royal Winter Fair. The renovated Automotive Building does not provide sufficient floor area for large trade shows. According to representatives of the trade show industry who regularly exhibit at the Coliseum, there is already a great need for additional space for major exhibitions such as the Sportsmen's Show and the Boat Show. Furthermore, the existing facilities could never accommodate a major international trade fair.

Like the Convention Centre, a trade complex for Metropolitan Toronto has to be studied in terms of the economic benefit it would generate. Not only will a trade complex generate jobs in a variety of ways, but it will also demonstrate support for the manufacturing sector of our community, hopefully leading to greater private sector interest in investment. A trade complex, similar to a Convention Centre, provides a powerful marketing tool. When visiting industrialists, manufacturers and investors attend international trade fairs, the benefits of our community can be witnessed first hand, thereby increasing their interest in investment.

The concept plans shows the Trade/Exhibit Complex at the east end of the grounds. The proposed Complex could incorporate the present Coliseum and the Automotive building to form up to 2,000,000 sq. ft. of covered exhibit space. Access to the area could be provided from Strachan Avenue and the existing T.T.C. Streetcar Loop. A galleria could extend over Princes' Boulevard to integrate the Automotive Building with other facilities in the Complex; the galleria could provide space for horticultural exhibits and could become the main entrance to the grounds from the Princes' Gates. If feasible, the Complex may be solar heated and air conditioning could be provided with the use of Lake Ontario water for cooling purposes. Underground parking facilities could be provided under the Complex with access from Newfoundland Road. The integration of the Marine Museum in the development should also be studied.

1. The Coliseum has a gross floor area of 480,000 sq. ft. and the Automotive Building has a gross floor area of 180,000 sq. ft.

The Complex would be designed to accommodate such activities as exhibitions, the C.N.E. and Royal Agricultural Winter Fair, the Sportsmen's Show and other major trade shows. In addition to the exhibition areas, the complex would contain administrative offices, customs facilities, a post office, communication facilities, restaurants, banks and other commercial services. A trade mart building containing permanent show rooms and offices may also be incorporated. A later phase of the project could include a hotel and terraces could be constructed over Lakeshore Boulevard to provide linkages with Ontario Place. The Trade Complex could be linked to the proposed covered stadium in order to utilize the stadium for large trade shows.

It should be noted that the trade show operation at the Exhibition grounds (along with parking revenue) is the major source of income. These shows attract over 2 million visitors outside of the annual Canadian National Exhibition period. With larger and up-to-date facilities, many other trade fairs and exhibitions could be accommodated on a year round basis, thus improving the financial return. Considering the significant private sector usage of the facilities, a combination of public and private funding for the complex should be explored.

In view of the proposed Convention Centre for Metropolitan Toronto, it is important to note the difference between a convention centre and a trade centre. A convention centre is basically designed to accommodate large meetings, conventions and congresses in conjunction with related exhibits. The convention centre being people oriented is designed to accommodate multiple simultaneous meetings in specially equipped facilities. The convention centre is also equipped to feed very large groups that cannot be handled by existing hotel dining facilities. A trade centre is a very large facility designed to hold trade fairs, trade shows, large public shows and exhibitions whereby manufactured goods of various proportions are displayed. The trade centre differs from the convention centre in basic function which dictates a much larger size of exhibit space. Trade exhibition facilities must also have the ability to handle large floor loads and are, therefore, usually one storey facilities.

2. Multi-Use Professional/Amateur Sports/Grandstand Complex

The present stadium is the centre of Toronto's professional baseball, football and soccer activity. In addition, large musical events, religious rallies and The Canadian National Exhibition Grandstand show are held there.

For an open air facility, it has performed satisfactorily, but the design has limited its usefulness to 150 - 180 days per year. As a compromise between football and baseball uses, some of its seating areas and sight lines are less than satisfactory. With the National Hockey League, the Canadian Football League and American League baseball franchises, Toronto is a major professional sports city, comparable to New Orleans, Houston, Seattle and Detroit. A major difference is that these cities have covered stadiums. Except for the new Vancouver stadium, now under construction, this country has no covered professional sports facility for baseball and football.

A covered stadium could be used on a year-round basis and would be designed to accommodate additional uses for both amateur and professional sports and large trade shows in association with the adjacent Trade/Exhibit complex. While the primary function of the stadium would be for amateur and professional sports, the facility would be considered as an extension of the Trade/Exhibit complex. At the present time covered stadia are being used for major trade shows and exhibits in New Orleans, Seattle and Houston. The use of the stadium for plenary sessions of large international conventions would also be considered. Covered walkways could connect the facility to four transit facilities - GO trains, streetcars, bus depot and the proposed I.C.T.S. line. Different sources of funding for the covered stadium should be thoroughly explored.

In addition to a covered stadium, the Sports Complex could contain a year-round riding school which would use the Horse Palace in a way that would not interfere with The Royal Agricultural Winter Fair, The Canadian National Exhibition or other horse shows.

3. Services Complex

In order to provide for the higher level of service and control which the new plan envisages, the present Queen Elizabeth administrative centre would be expanded. Besides more office space, there would be enlarged police, fire and hospital facilities, designed for year round use. A multi-level storage/warehouse building would also be required in order to free existing exhibition buildings presently used for storage purposes 10 months of the year. A bus depot would also be a component of this area.

The space under the Gardiner Expressway, now used for Lost Children and other special services could be converted back to general storage. These services could move into the expanded medical area.

4. Cultural/Entertainment/Recreational Complex

The Concept Plan shows a Cultural/Entertainment/Recreational area in the western part of the grounds. The existing exhibition buildings of historical importance in this area could be renovated and heated for year round use. The area would be developed as a park-like setting with pedestrian linkages from the Dufferin Gates to the Lakeshore. In addition to the existing buildings, Centennial Square, and the Peace Fountain area, the Scadding Cabin and the Fort Rouille monument archeological site could be integrated within the landscaped open space.

The area should be examined in more detail to examine the possibility of accommodating the following uses:

- indoor and outdoor community facilities;
- special purpose museums and other cultural activities;
- archives of the Canadian National Exhibition;
- special educational opportunities;
- facilities for visual and graphic artists;
- open air theatres;

The area is accessible and convenient to the Parkdale community and, therefore, potential use of the facilities by the residents of the area will be taken into account.

5. Ontario Place

In view of the proximity and relationship to Exhibition Place, plans for Ontario Place must be reviewed in order to make sure that recreational activities for the two areas are compatible.

Transportation

In order to accommodate these elements of the concept, improved access to the site would include:

(a) Roads

The external and internal road system should be rationalized to support the redevelopment of the grounds.

(b) Streetcars

Both the east and west ends of the site would have improved streetcar service by improvements to the existing loops and the streetcars would continue to handle most of the transit ridership to the site.

(c) Intermediate Capacity Transit System

A proposed study of an I.C.T.S. linkage between the Exhibition grounds and Union Station has been deferred pending the results of a Metro/T.T.C. Rapid Transit Study.

(d) Buses

Provision for permanent bus facilities should be provided at a central point on the site.

(e) GO Transit

The existing GO facilities should be improved and it is hoped that a

regular service will be able to operate to the Exhibition grounds and the Parkdale industrial area.

(f) Parking

Removal of much of the surface parking should be accomplished by the provision of structured and underground parking.

**PROPOSAL FOR STUDIES
AND
A PROGRAM OF PUBLIC INPUT FOR 1982**

The concept presented in this report consists of five main elements plus transportation facilities which have to be examined further before a development framework can be prepared by the end of 1982. This examination will consist of four main elements, as shown on Exhibit 2 and as described as follows:

- (i) The Trade Complex and the Sports Complex would have a major influence on the site because of their size, complexity and cost. Therefore, before a development framework can be finalized, it is necessary to undertake a study to assess the feasibility of these two components and to examine the interrelationship between them with respect to such matters as shared use of facilities. It is proposed that the study be undertaken by consultants and include the preparation of design criteria for the facilities and an assessment of their economic impact. The study will also provide a basis for exploring different sources of funding. Terms of Reference for the feasibility study are contained in Appendix D.
- (ii) It is proposed that further studies be undertaken of the Services Area, and the Cultural/Entertainment/Recreational Area to determine more precisely what facilities and uses should be included. These studies will be carried out by the participating agencies. This work will be closely integrated with other study activities.

- (iii) Plans for Ontario Place will be reviewed in order to ensure compatibility of proposals in the other four study areas. This work will be undertaken by the Ontario Place staff.
- (iv) In order to finalize the development framework, it is necessary to obtain public input on the concept. It is proposed that a public consultation program be carried out in two stages under the auspices of the Policy Steering Committee. The first stage is intended to receive submissions on the concept plan and will include two public meetings sponsored by representatives of the Committee. One meeting will be held in the Exhibition Place area to receive local input and a second meeting will be held at City Hall to hear general submissions. The second stage is intended to receive submissions on the proposed development framework before the final report is prepared and will include one public meeting sponsored by representatives of the Policy Steering Committee.

On the basis of these activities, a development framework will be finalized for the entire site which would contain proposed facilities, infrastructure requirements, uses, staging of implementation and cost estimates. The preparation of this development framework will also include the determination of a new location for the midway. It is anticipated that the above activities will be completed by the end of 1982 with a final report submitted to Metropolitan Council early in 1983. After the report is tabled, the public will be given the opportunity to make further comment as the matter proceeds through the normal approval process.

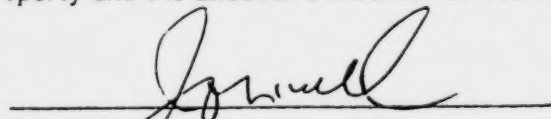
The cost of undertaking the above work is estimated at \$250,000, which will cover expenditures for the feasibility study, the public consultation program, meeting costs, printing, examination of comparable existing facilities and other incidental expenses. The cost is to be shared equally with the Province of Ontario. An amount of \$200,000 has already been included in the Economic Development Appropriation of the Chairman's Office budget for 1982 for this purpose. In order to proceed with this matter as soon as possible, it will be necessary for Council to authorize an

additional amount of \$50,000 and to approve a total expenditure of \$250,000 in advance of the final approval of the 1982 current estimates. For the purpose of undertaking the feasibility study, consultants will be selected by the Policy Steering Committee.

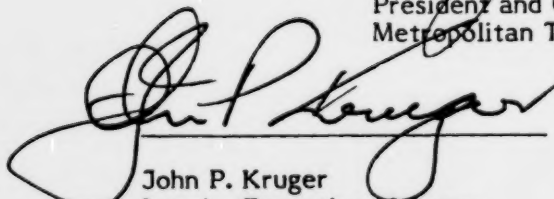
Recommendations

It is recommended that:

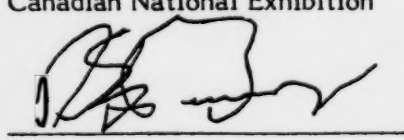
- (1) Subject to the Province of Ontario agreeing to contribute 50% of the costs, approval be granted to undertake the work program outlined in this report at an estimated cost of \$250,000.
- (2) The Policy Steering Committee be authorized to retain consultants to carry out the feasibility study of the Trade Complex and Sports Complex with terms of reference as outlined in Appendix D..
- (3) The amount of \$250,000 be included in the Economic Development Appropriation of the 1982 Estimates of the Chairman's Office.
- (4) Authority be granted for the Metropolitan Corporation to enter into an agreement with the Province of Ontario in order to obtain 50% of the cost of the above undertakings, such agreement to be in a form satisfactory to the Metropolitan Solicitor, the Commissioner of Parks and Property and the Executive Director of Economic Development.



John O. Maxwell (Chairman)
President and Chief Executive Officer
Metropolitan Toronto Convention Centre



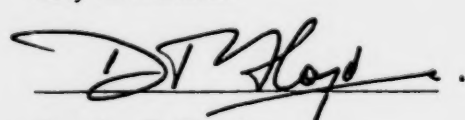
John P. Kruger
Interim Executive Manager
Canadian National Exhibition



Robert G. Bundy
Commissioner
Metropolitan Toronto Parks and
Property Department



Stephen G. McLaughlin
Commissioner
Planning and Development
City of Toronto



Douglas P. Floyd
Executive Director
Economic Development
Metropolitan Toronto

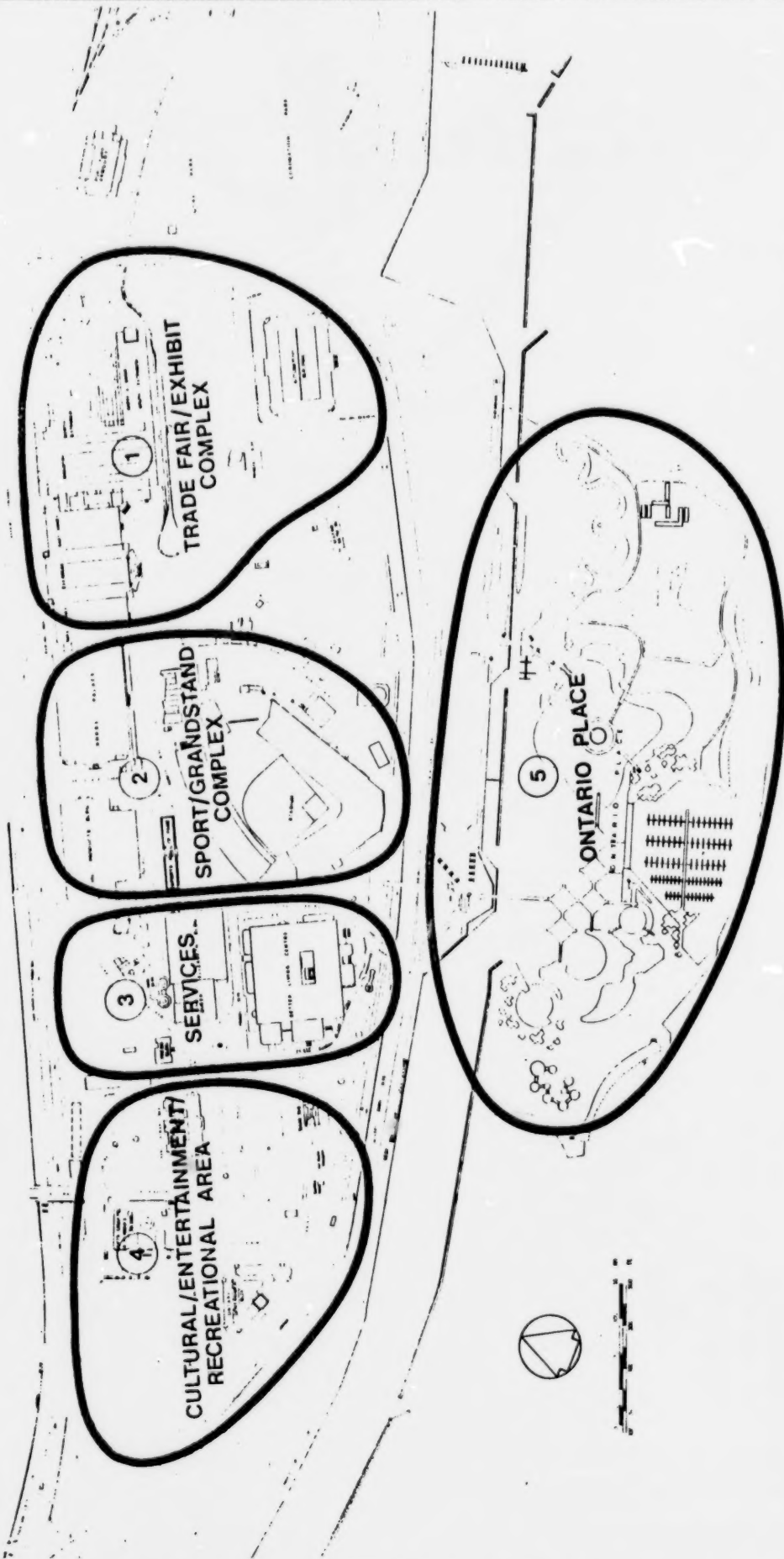


EXHIBIT I

EXHIBITION PLACE STUDY AREAS

1. Trade Fair/Exhibit Complex
 - International Fairs and Exhibitions
 - CNE Exhibits
 - Royal Agricultural Winter Fair
 - Trade Shows/Sportsmen's Show/etc.
2. Sports/Grandstand Complex
 - Major baseball, football, soccer and hockey activity
 - CNE - Grandstand Shows
 - Musical events
 - Religious rallies
 - Riding school
 - Gymnasia and running tracks
 - Swimming pools

3. Services
 - Administrative offices
 - Police
 - Ambulance
 - Fire Hall
 - Hospital and Children's day care
 - Storage/warehouse
4. Cultural/Entertainment Area
 - Indoor/outdoor community facilities
 - Special purpose museums
 - Archives of the Canadian National Exhibition
 - Special Educational opportunities
 - Facilities for visual and graphic artists
 - Open air theatres

5. Ontario Place
 - Entertainment
 - Recreational Facilities

Notes:
 (a) The 20 day CNE will utilize all areas.
 (b) The location for the relocated midway is to be determined
 (c) The exact alignment of the proposed ICTS facilities within the Exhibition grounds is to be determined.

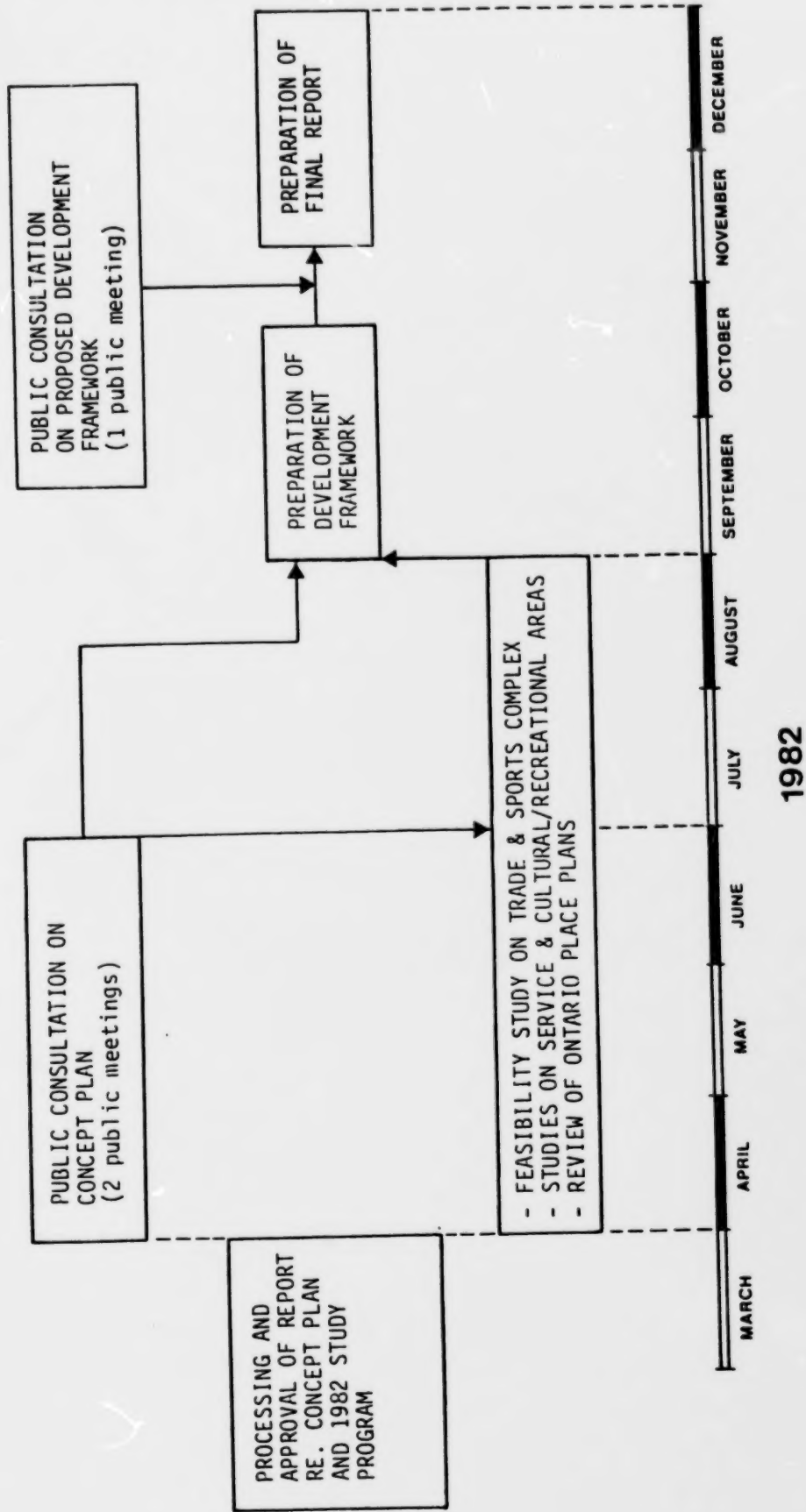


EXHIBIT 2

EXHIBITION PLACE PLANNING
ACTIVITIES FOR 1982

APPENDICES

APPENDIX A

GOALS AND OBJECTIVES FOR EXHIBITION PLACE

(Approved: Parks, Recreation & Property Committee,
September 25, 1980)

GENERAL

1. The prime goal shall be to prepare a master plan for physical improvements which will encourage utilization on a year-round basis by the general public.
2. The second goal will be to improve access to, and egress from the site, with particular emphasis on public transit, and to improve pedestrian circulation within the site, eliminating major conflicts.
3. The third goal is that the new master plan shall adopt a functional design integrating short term improvements with long range planning objectives to ensure increased visitor comfort, convenience and comprehension.
4. The fourth goal is that buildings and structures of long standing association with The Canadian National Exhibition of historic and/or architectural merit should be retained provided they are suitable for activities proposed in the objectives, and additional facilities proposed must supplement and complement such rehabilitated elements.
5. The final goal will be to prepare a plan which can be staged financially by Metropolitan Toronto through its continuing 5-year capital works program to improve the area in a manner which will

encourage development by other levels of Government and private enterprise wherein considerably increased revenues will be generated on an annual basis.

Financial

1. The plan must seek to provide a framework which encourages and provides guidelines for development of large sections of the site by other levels of government and private enterprise and at the same time generates considerable additional revenues which will more than offset any increase in the cost of annual operation and maintenance.

Annual Fairs and Trade Shows

2. The plan for Exhibition Place and its environs should make provisions for the requirements of the two annual fairs, The Canadian National Exhibition and The Royal Agricultural Winter Fair, and to that end certain structures should be modified and updated to meet the ongoing requirements of holding these annual Fairs.
3. Those buildings and structures of long standing association with The Canadian National Exhibition of historical and/or architectural merit should be maintained provided functional evaluation supports their capability to economically accommodate international, national, regional and local trade and consumer shows or other activities as proposed in these objectives during an extended time period.
4. All structures to be used for trade and consumer shows should be updated by providing improved servicing and access to the exhibit floor for exhibitors to meet modern-day exhibit requirements.

Sports Facilities

6. Exhibition Stadium should be retained to serve as the home of professional sport in the Metropolitan Toronto area.

7. Exhibition Place should also provide accommodation for a variety of both participation and other spectator sports, and such facilities shall be designed to meet the competitive requirements of the international governing body for the respective sport.
8. At the same time, these facilities should be capable of accommodating specialized sport shows, competitions and tournaments for the admission paying public.
9. At other times, such facilities should be available for use by organizations or the general public.

Recreational Facilities

10. Exhibition Place should, if market conditions so demonstrate, contain amusement facilities which, taken in conjunction with Ontario Place, will attract an attendance on an extended-season basis.
11. The site should, if the economic conditions are suitable, accommodate additional private sector commercial activities which may, or may not, be directly contemplated by the legislation, but which are considered suitable and complementary to other facilities planned.

Transportation

12. The use of public transit will be encouraged by improvements to the present system, including improvements to terminal facilities.
13. The present provision of automobile parking spaces should be reorganized so as not to intrude within the areas of pedestrian activities.
14. The roadway and transit systems to and within the site should be modified to reduce conflict between vehicular and pedestrian movements.

On-Site Circulation

15. The site design should have a strong and clearly-defined pedestrian circulation pattern both between and within buildings and structures.
16. This circulation pattern should accommodate ceremonial, service and emergency functions.
17. Detailed site planning must recognize that in our climatic zone this circulation system must, in part, be designed to offer weather protection to the visitor.

Site Design

18. The functional design of Exhibition Place should be improved by the provision of improved lighting, street furniture and signage, the co-ordination of building and paving materials, and the provision of adequate visitor service facilities closely associated with the pedestrian circulation system which should, in turn, be highlighted at significant locations with items of interest and/or objects of art.
19. A landscape treatment must be developed for the site which will place structures, both historic and new, in appropriate settings, strengthen the circulation pattern and provide extensive shade in summer, a suitable winter landscape, and an overall harmony to the site.

Co-ordination with other Activity Areas

20. The plan must seek to establish a total identity for, and strengthen the relationship of, Ontario Place and Exhibition Place.
21. The surrounding park areas will be considered as passive rest areas ancillary to the operation of Exhibition Place and Ontario Place, designed to provide an extensive waterfront park-like setting.

Ancillary Facilities

22. All required public and user service facilities contemplated by the components and scale of the plan (such as police, fire, ambulance, workshops and grounds maintenance, banks, customs and customs broker facilities, secretarial and translation services and press) must be accommodated.
23. Storage requirements should be examined and the need accommodated.

APPENDIX B

SECTION 8(F) OF THE METROPOLITAN TORONTO OFFICIAL PLAN AS APPROVED BY THE MINISTER OF HOUSING ON OCTOBER 10, 1980

Exhibition Park

1. It is the policy of Council to prepare a plan for Exhibition Park. Exhibition Park consists of Exhibition Place and the contiguous parklands, including Gore Park, Battery Park and Coronation Park.
2. The Exhibition Park Plan will have consideration for:
 - a. extending the usefulness of Exhibition Park for longer periods of the year, for regular and special events and casual usage by the community;
 - b. improving the general appearance and urban park environment of Exhibition Place and related parking areas;
 - c. developing suitable recreational opportunities with a broad appeal to the Metropolitan Toronto community and its visitors; and,
 - d. preserving, where feasible, the existing physical structures and monuments which reflect the historical development and character of Exhibition Park.
3. In the Exhibition Park Plan, it will be Council's objective to strengthen the physical and

functional relationship with Ontario Place, Harbourfront and other waterfront, park and recreational facilities. Planning for this objective should consider pedestrian and bicycle connections, recreational boating and, where feasible, scenic vehicular routes. Future Provincial planning for Ontario Place should be in concert with Council's objectives for the area.

4. In the preparation of its Exhibition Park Plan, the Corporation shall consult with the Council of the City of Toronto or its representatives.

APPENDIX C1**TABLE 1****U.S. EXHIBITION CENTRES WITH 500,000 + SQ. FT. EXHIBITION AREA**

<u>CITY</u>	<u>NAME</u>	<u>EXHIBIT AREA SQ. FT.</u>
Chicago, Illinois	McCormick Place-on-the-Lake	1,056,000
Louisville, Kentucky	Kentucky Fair & Expo Centre	600,000
Dallas, Texas	Dallas Convention	584,232
Houston, Texas	Astrohall	580,000
Anaheim, California	Anaheim Convention Centre	530,000
Atlantic City, New Jersey	Atlantic City Auditorium & Convention Hall	523,370
Tulsa, Oklahoma	Expo Square	509,200
Las Vegas, Nevada	Las Vegas Convention	500,000

APPENDIX C2**TABLE II****EUROPEAN EXHIBITION CENTRES**

<u>CITY</u>	<u>NAME</u>	<u>EXHIBIT AREA IN SQ. FT.</u>
Brussels	Palais du Centenaire	688,090
Copenhagen	Bella Centre	870,000
Birmingham	National Exhibition Centre	981,000
London	Earlscourt Olympia	500,000 500,000
Paris	Parc des Exposition	1,732,360
Berlin	Berlin Exhibition Fairgrounds	950,400
Cologne	International Fairgrounds	2,087,891
Dusseldorf	Convention Messee	1,348,965
Frankfurt	Fairgrounds	1,892,761
Hamburg	Congress Centrum Hamburg	559,520
Hanover	Congress Centre	1,614,590
Munich	Congress Centre	821,600
Milan	International Fair Grounds	6,512,748
Canton	Canton Exhibit Hall	960,000
Amsterdam	R.A.I. Building	718,900
Basle	Swiss Fair	1,763,359
Berne	B.E.A. Building	1,335,100
Zurick	"ZU" Spa	431,340
Barcelona	Barcelona International Fair Grounds	1,291,200 (8 buildings)
Zagreb	International Fair	3,000,000

APPENDIX D

**TERMS OF REFERENCE
for
FEASIBILITY STUDY OF
INTERNATIONAL TRADE FAIR/EXHIBIT COMPLEX
AND
MULTI-USE SPORTS COMPLEX**

I. Purpose of Study

To complete an analysis of the economic feasibility of a world class international trade fair and exhibit complex and multi-use sports complex in Metropolitan Toronto and generally to assess the appropriateness of the Exhibition Place location. Then, if feasible, to develop site planning criteria, concept plans and funding plans for the facilities.

II. Objectives

Phase One

Preliminary Study

1. To estimate on an annual basis for 10 years the demands for the trade complex:

This will include:

- a. an analysis of trends in the trade show business by each type of trade show, fair or exhibition defined.
- b. an estimate of the number of exhibitors per shows of various sizes of attendance.
- c. an estimate of the average attendance of shows by type of show and type of attendees (public shows vs "trade only" shows).
- d. an estimate of average net square footage of exhibit space per type of show.

- e. an examination of the relationship between a trade show facility and the proposed Toronto Convention Centre and existing small trade show facilities.
2. To define several requirements of international trade fair and exhibition facilities to meet demands over a 10 year period.

This will include:

- a. a definition of purpose, scope, scale and type of trade shows, fairs and exhibits and their several needs
 - b. a review of comparative facilities and reasons for success/failure
 - c. a review of general locational requirements
 - d. a review of general external and internal transportation requirements of similar facilities
 - e. studies to research several space requirements and to outline general stresses and strains which would result on the site
3. To estimate on an annual basis for 10 years the market demands for a multi-purpose sports facility at Exhibition Place, including demand for its major individual components. The effect of "Home Box Office T.V." on the future of professional sport should

also be considered.

4. To define general requirements of a multi-use sports complex facility to meet present and future market demand.

This will include:

- a. a review of comparative multi-use sports complexes in other North American cities and reasons for success or failure;
 - b. an investigation of types and costs of covered stadiums;
 - c. a review of locational requirements and internal and external transportation requirements;
 - d. an interpretation of market predictions with type and general design requirements of facilities to be included in a multi-use facility;
 - e. a review of alternative and complementary uses (concerts, trade shows, etc.)
 - f. a review of general space requirements and stress/strains which would occur on the site.
5. To determine conforming and conflicting use in relation to other proposals for facilities at Exhibition Place, particularly the International Trade Show Facility.
 6. To complete a preliminary cost/benefit analysis of the trade complex and the sports complex including:
 - a. a review of development and operating costs of comparative facilities.

- b. a preliminary analysis of economic impact and other non-economic impacts over a 10 year period

Phase Two

Exhibition Place Site Suitability Study

1. To develop and evaluate alternative site plans and concept plans for an International Trade Complex and a Multi-Use Sports Complex at Exhibition Place (providing results of Phase One are positive).
This will include:
 - a. development of specific site planning criteria from Phase I information including space and facility requirements for the Trade Centre and the Sports Complex.
 - b. development of external transportation requirements (public and private access, parking, etc.) for both complexes.
 - c. development of internal transportation requirements for the Trade Complex.
 - d. general investigation of servicing requirements for the Trade Complex.
2. To complete an analysis of economic viability of each of the alternative concept and site plans developed for both complexes.
3. To propose a number of funding plans for the development of the International Trade Show Complex and the Multi-Use Sports Complex.

III Scope and Method

Research will be carried out through a mix of primary and secondary data collection in regards to existing similar Trade and Sports Complexes. Primary data collection will not have to include user surveys and opinion polls at other similar facilities, but may include on-site visits, interviews of managers of facilities and interviews with major trade show organizers. Key projects and personnel will be specified by the Technical Committee for visits and interviews.

Background documents and reports including those on Exhibition Place, Exhibition Stadium and the Metropolitan Toronto Convention Centre will be provided for review.

IV Budget and Timing

The study will be completed within four months of commencement.

The cost of Phases One and Two should be itemized by the categories outlined in Section V below.

V Consultants Proposal

The proposal will outline by phase the General Approach, Methods and Techniques, previous relevant experience of the firm/firms as well as the study director and other professional and technical personnel, and an estimate of man days of work.

The proposal will provide firm costing for all professional and technical services. Travel expenses will be estimated for any anticipated travel outside of Ontario.

